

Brooke Van Baush - #10
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Blue Gold
Word Count: 408

1. The film Blue Gold: World Water Wars, directed by Sam Bozzo, was released in 2008.
2. This film argues that the way we use water is very unsustainable and will lead to large wars similar to those we have now over oil.
3. This film's arguments are made through exploiting the politics which are behind the ownership and distribution of fresh water. They show the facts behind how much water is being used and mined compared to how much it's being naturally renewed.
4. One of the biggest sustainability problems is political. Right now water is the third biggest industry after oil and electricity. This creates a problem of monopolizing the sale of water – a transient commodity.
5. The most persuasive part of the film was when Dr. Michel Kravcik predicted that the planet's water system will collapse in 50 years. Habits we are already practicing as a society are making drastic changes to our ecosystem such as destroying wetlands, our natural filters, and developing more hardscapes as well as cutting down forests.
6. The emotional appeal portrayed in this film is slightly more than that in Flow as more examples are used which we as a first world country can relate more to. By saying ominous statements such as the water system collapsing in 50 years, the film appeals more to our emotions because we will sustain these problems within our life time.
7. This film primarily uses science in order to push people into changing. Many of the points they are making are documentable facts which judge the loss in fresh water supplies and possible causes to this depletion.
8. The film wants the viewer to be informed and inspired. Water equals power and living in a country where water is not a problem in our lives, we should be sure not to take it for granted.
9. Some suggestions which were not stated in the film were regulations which could be placed on water companies which don't allow them to harm natural water systems in their endeavors. Additionally, the water produced by these companies is much less regulated and forced to be tested in comparison to tap water.
10. The target is to the general public. We as a society must fight for our water now through activism and conservation in order to prevent serious fights for drinking water in the future.